MADISON BEER'S HOUSEWORK EXAMINES IDENTITY THROUGH POP MAXIMALISM

Across 21 tracks, the singer embraces vulnerability, sexuality, and self-discovery and surfaces as irrepressible parts of herself.

August 29, 2025

Madison Beer is a pop artist who builds worlds out of sound. Where many approach pop as structure, she approaches it as atmosphere, texture, and identity. Across three albums, she has developed a sonic language that treats production as environment and songwriting as confession. Her latest project, HOUSEWORK, arrives after a period of self-examination. Rather than aiming for classic resolution, it leans into contradiction, exploring how desire, fame, and the inner child can be narrated to several, sometimes conflicting, ends.

Beer's sophomore album, *Life Support*, was a study in control. Its production was immaculate, its emotions carefully managed. Even its moments of vulnerability felt calculated, as if she were examining her own feelings from a safe distance. HOUSEWORK feels like the opposite. It's messier, more impulsive, more willing to let the unseen exist in the open. Instead of polishing every edge, Beer leaves room for ambiguity, for contradiction, for parts of herself that don't yet have a clean explanation.

The album's opening stretch sets the tone. "Dancing With Your Ghost" is a slow-burning meditation on grief that refuses to turn it into a spectacle. Beer's voice is restrained, almost conversational, as she sings to someone who is no longer there. The production mirrors that restraint, with soft synths and a steady pulse that never tries to overwhelm the emotion. It's a song about memory rather than mourning, about how the past lingers in the present without asking for permission.

"Dancing With Your Ghost" also introduces one of the album's central ideas: duality. Beer has always been fascinated by the tension between her public persona and her private self, and HOUSEWORK treats that tension as something to be explored rather than resolved. The album is filled with moments where she seems to step outside herself, observing her own behavior with a mixture of curiosity and detachment. It's a subtle shift, but it gives the record a sense of depth that her earlier work only hinted at.

That duality is most explicit on "Boyfriend," a track that plays with the idea of the girlfriend as both a real person and a performance. Beer sings about wanting to be seen, but also about the pressure to perform that desire correctly. The song's bright, glossy production makes the lyrics even more unsettling, as if she's trying to sell herself a fantasy she doesn't quite believe in. It's one of the album's most self-aware moments, and it's also one of its most effective.

Sonically, HOUSEWORK is a genre-hopping record that never feels scattered. Beer moves between R&B, pop, and electronic textures with ease, often within the same song. "Make Me Feel" starts as a slinky R&B groove before opening up into a full-blown dance-pop chorus, while "Stranger" leans into industrial-tinged synths and distorted vocals. The transitions are smooth, but they're also deliberate, each one reflecting a shift in mood or perspective.

Lyrically, Beer is at her most honest when she's talking about fame. "Fame Is a Feeling" is a direct response to the criticism she's received over the years, and she doesn't hold back. She sings about the pressure to be perfect, the loneliness of being watched, and the way success can feel like a trap. It's a rare moment of clarity on an album that often prefers to suggest rather than state.

The album's weakest moments are the ones that play it too safe. "Nobody Like You" is a competent love song, but it's also forgettable, a track that could have been written by anyone. Similarly, "Summer Days" has a nice hook but never quite commits to the nostalgia it's going for. These songs aren't bad, but they're the ones that feel most like filler, the ones that don't push Beer or her listeners in any new direction.

Fortunately, HOUSEWORK ends strong. "Goodbye Is Not Forever" is a quiet, piano-driven ballad that brings the album full circle, returning to the themes of loss and memory that it opened with. It's a beautiful way to close the record, and it leaves you with the sense that Beer has finally found the emotional core she was looking for.

HOUSEWORK is a transitional album, but it's a confident one. Beer is clearly comfortable in her own skin, and she's willing to take risks that her earlier work didn't. It's not her most polished record, but it's her most interesting, and it suggests that she's only getting started.

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